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CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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October 15, 2007

President Lisa Borders and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Keep Atlanta Beautiful Board of Directors Re-Appointment

Dear President Borders and Members of the Council:

It is a pleasure for me to re-appoint Kathleen Bertrand to serve as a member of the Keep Atlanta Beautiful Board of Directors for the City of Atlanta. This re-appointment is for a **term of two (2) years**.

I am confident that Ms. Bertrand will continue to serve the Keep Atlanta Beautiful Board of Directors with integrity and dedication.

Sincerely,



Shirley Franklin

Kathleen Jackson Bertrand

Kathleen Bertrand maintains a triple-pronged career as vice president of Community and Government Affairs for the Atlanta Convention & Visitors Bureau, jazz vocalist, and mother of four.

Kathleen recently entered her 22nd year of employment with the ACVB, where she has initiated numerous programs that have impacted its members as well as Atlanta's designation as THE top city for African – American visitors. In 1983 she joined the staff of the Atlanta Convention & Visitors Bureau(ACVB), first as Membership Account Executive, later as Advertising & Membership Manager, and since 1990 as Vice President of Membership & Community Affairs.

In January 2003, Bertrand assumed the title of Vice President – Community & Government Affairs, signifying a growing interest and involvement of ACVB in community and government issues that impact the hospitality industry. She has been instrumental in the ACVB's development of its diversity marketing programs. Through her concept and direction the ACVB, in 1992, published its first visitors guide aimed at the African American visitor. The fifteenth edition of this guide was published in May 2005. She conceptualized and produced the Bureau's first video product aimed at the African-American meeting planner. Under Bertrand's direction the ACVB became the nation's first CVB to host a city website, www.atlantaheritage.com aimed specifically toward those with interest in Atlanta's African-American culture and heritage. Bertrand has also guided the ACVB in the formation of its 15 member Diversity Marketing Committee, which provides input and direction to the ACVB's programs relating to the minority, particularly African American, communities. She has been recognized by the *Atlanta Business Chronicle* as one of "Atlanta's Top Hospitality Industry Leaders", by the Atlanta Business League as one of "Atlanta's Top 100 Black Women of Influence" and by *Black Meetings & Tourism Magazine* as one of the "Most Influential African-Americans in the Meetings/Tourism Industry." Her board affiliations include the Black Women's Film Preservation Project and the Aids Research Consortium of Atlanta.

The well known and multifaceted jazz recording artist and writer is a native Atlantan and graduate of Spelman College, whose performances have ranged from two Olympic Games to performances before two presidents to appearances at jazz festivals world-wide. She's been honored by the United Negro College Fund as one of "Atlanta's Legends" and by Spelman College with its 1998 "Alumnae Achievement Award for the Arts & Entertainment." She was an invited performer for both 1999 and 2000 at the Montreux Jazz Festival in Switzerland, and the 2001 and 2003 Atlanta Jazz Festival as well as the Nuremberg Meets Atlanta Festival in Nuremberg, Germany. She is the recent recipient of the James O. Costen Award for the Arts presented by the Interdenominational Theological Center as well as the Spelman Nia-Angel Award presented by Spelman College's Decatur Chapter. In 2002, she was honored to have sung for the inauguration of Atlanta Mayor Shirley Franklin, and to open for the legendary Ray Charles at the Atlanta Jazz Festival's opening night at Chastain Park. Her fan base includes radio listeners in England, Finland, Norway, Hong Kong, France, the Netherlands and Brazil among others.

Combining her love of jazz and her love of gospel, Bertrand performs regularly as the featured vocalist with the Jazz Vespers Series produced by the Reverend Dwight Andrews at the First Congregational Church of Atlanta, and was presented in concert for "An Evening of Gospel Jazz" by Cascade United Methodist Church in 2000 and by historic Ebenezer Baptist Church in 2004.

As a songwriter, she has written the national theme song for the 100 Black Men of America, as well as several songs on her recorded projects. Her discography includes CDs "All of Me", "No Regrets" and "Reasons for the Season."

Kathleen is an active member of Cascade United Methodist and Grady High School PTSA and the mother of 4: sons 23 and 19, and twin daughters, 17.